



# Election 2014

*A short ANC victory manual prepared from the*

## **ANC National Election Manual**

### **CU Preface**

This booklet is prepared for use in half-day political schools covering the 2014 National and Provincial Election in South Africa. For this purpose the full, 68-page A4 manual prepared by the Gauteng Province of the ANC is too long, and too costly to reproduce. The most crucial points will be retained, while the parts which are for now put aside will be made available as downloads from suitable web sites.

The order of the contents is changed to emphasise, first, what must happen on the 2014 Election Day. This will be followed by the current tasks of the movement, which at this time (July 2013) are Door-to-Door ID and Voter Registration drives. Then we look at the ANC Branch election strategy for identifying all the ANC voters, so that on Election Day we can make sure that they do go and vote. The entire campaign can be summarised as that: Identifying the ANC voters, and getting them out on the day.

Then we will look at the various methods that are used by the ANC to communicate with the voters, followed by a description of the several phases that the campaign will pass through in between now and the Election Day. To finish off we will look at the ANC election-time structures and conduct of different kinds of ANC meetings at election time.

### **Election Day 2014**

The manual is written in the expectation of a one-day election between April and June 2014. As ANC, we want more than 65% of the total vote on that day. Every BET (Branch Election Team) has to build machinery that can identify and mobilise every ANC voter and get them to the voting station on the day.

### **Key tasks on Election Day are:**

1. Get out the vote: make sure that all the ANC voters are contacted and encouraged to go to the voting station.
2. Transport: Make sure that voters get transport if they need it and offer transport to reluctant or apathetic voters.
3. Monitor the area and voting stations and deal with any crises that may come up – send organisers from your ops centre to all voting stations to check.
4. Check that volunteers are at all posts; report to Regional office every 4 hours.

### **Getting out the vote**

We want to ensure that every ANC voter gets to the voting station to vote on Election Day. To do this we will have to set up a system where volunteers visit every house with ANC voters and check that they have gone to vote. There should be 2 categories of volunteers for this:

1. **Block coordinators** who are in charge of the street sheets and co-ordinate the work of the door-knockers.
2. **Door-knockers** who go door-to-door to remind all ANC and undecided voters to go and vote. They should use street sheets and door-to-door work records to identify these voters. If voters need transport the door-knockers must inform them about where the nearest pick-up points are and the time transport is available, or, if door-knockers have their own cars to take the voters to the voting station.

### **Transport**

Most voting stations are within walking distance of the majority of voters. If transport is needed you need to work out the best arrangement for your area. You will need these volunteers:

1. **Coordinator** – based at the office to coordinate all drivers, taxis and volunteers.
2. **Drivers** who will either follow specific routes to pick up voters at arranged pick-up points or who will go to individual homes to fetch disabled, old or reluctant voters and take them to the voting station.
3. **Hoppers** – who go with each vehicle and jump out to fetch the voters at their homes.
4. **Pick-up point coordinators** who stay at the points and help with transport arrangements.

The best way to co-ordinate the transport is to use door-to-door work records and to find out which voters have indicated that they need transport. Try to book transport beforehand or to negotiate free transport from local taxi associations. If many voters are far from the voting station set up pick-up points and routes that will cover all the areas in that voting district and ensure that a taxi or car goes around and around to the voting station.

Here follows a full list of all the workers you need for Election Day.

<b>Election day workers</b>		
<b>NAME</b>	<b>JOB</b>	<b>NUMBER</b>
Election coordinator	This person will be in charge and take all final decisions on election days. Must make sure everyone does their tasks, gets reports and make reports to sub-regional office. Deploys problem solving team.	One
Organiser and problem solving team	Moves around the area in roving car, makes sure everyone is working and deals with problems in the field. Takes reports from voting station and block coordinators.	One organiser, two problem solvers
Administrator	Assists coordinator with communication and supervises catering team.	One
Transport coordinator	Deals with transport requests and problems.	One
Party agents	Make sure there is no cheating at the voting station and monitor vote-counting.	3 per voting station: 2 on duty, one off
Door-knockers	Remind voters to go and vote, check that they have IDs and know how to vote, report problems to block coordinator.	1 per street
Block coordinators	Deploy door-knockers and take reports from them. Report problems to organiser.	1 per block
Drivers and hoppers	Transport voters and check that they have IDs and know how to vote.	1 each per vehicle
Pick-up point coordinators	Sit at pick-up points and help with transport arrangements.	1 per pick-up point
Catering team	Feeds volunteers.	5-10

### **The IEC runs the elections in SA**

The Independent Electoral Commission (IEC) is in charge of managing and supervising the elections. In every province the IEC has set up an office under a Provincial Election Officer.

In every local council area a Municipal Electoral Officer (MEO) will be appointed by the IEC to organise voting stations, voter registration and to run the elections on Election Day. In most areas the MEO will probably be the Municipal Manager of the Local Council. The Municipal Electoral Officer is responsible for employing all staff and making all the practical arrangements for voter registration and elections.

## **Party Liaison Committees (PLCs)**

At all levels the IEC has set up Party Liaison Committees to consult and inform political parties about the arrangements for the elections. The PLCs have no decision-making power but are there to advise the IEC and to deal with conflicts between different parties or between a party and the IEC.

Opposition parties take PLCs very seriously and use them well. The ANC must be vigilant and make sure that we participate effectively in PLCs. We should take the lead in solving problems through the PLCs at all levels. All electoral arrangements like voting stations, staff, voter registration plans, logistics for election day, etc, are discussed in PLCs and we have to ensure we have strong representatives who can protect the interests of the ANC and our voters.

At a local level there will be one PLC in every municipal area where a Municipal Electoral Officer has been appointed by the IEC. Any party that is registered for the national or provincial elections may send two representatives to the PLC. The MEO should chair local PLC meetings.

## **The voters' roll**

The voters' roll is a list of all the voters in the country and it is broken into separate lists for each voting district. The voters roll will close about three months before the election. Anyone who did not register by then will not be allowed to register. The compilation of the voters' roll is a process that the ANC will pay attention to, so as to assist all ANC voters to complete the process successfully. The final voters roll should be published about five weeks before the election.

## **Voting hours**

Voting will be for one day only and will take place from 7am to 9pm. There will be between 500-3000 voters per voting station. It should be easy to complete the voting in the time allowed. Anyone who is in the queue at 9pm and has not yet been able to vote, must be allowed to vote before the voting station can close. No-one may join the queue after closing time.

## **Voting process**

1. Voter's ID scanned in queue.
2. Inside the voting station, voter's name is crossed off the voters roll.
3. Voter's hand is examined to see if it has been marked, then hand marked.
4. Voter gets ballot paper for the national elections and one for the provincial elections.
5. An official stamp is put on the back of the ballot papers.
6. The voter goes to the voting booth and makes a cross for one party on each of the ballot papers, folds the ballot papers and puts them into the correct ballot boxes.

If a voter needs help to vote because of disability or sight impairment they can bring someone they trust to vote for them, or ask for help from an electoral official. Illiterate people may not bring someone to vote for them, but may ask for help from the presiding officer or another electoral official. If an electoral official helps the voter to vote, two party agents or an observer can watch.

### **The ballot paper**

There will be separate papers for national and provincial elections. Each party will have their name, abbreviation, party symbol and a picture of their party leader on the ballot paper. The order that parties will appear in is not yet decided. A cross is definitely the best mark to use, but any other mark that makes the voter's choice clear will also be accepted.

### **Counting**

Counting will happen at the voting station in almost all cases. Provisional results will be signed by party agents, announced outside the voting station when counting is finished, and then sent to the IEC through the office of the MEO. This should be a few hours after the close of voting.

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### **Campaign access**

Any representative or candidate of a political party has the right to talk to voters in any public or private place as long as it is reasonable. Parties can go into places like farms or hostels to talk to the workers who live there. The farmer or boss can refuse permission for you to come onto their property if it is during working hours, but should give permission at other times. If they refuse report them to the MEO.

### **Code of Conduct**

The same Code of Conduct applies as in all previous elections. Political parties that break the Code can be fined, stopped from working in an area, or have their votes in an area cancelled. The individuals who break the Code or commit other offences under the Electoral Act can be fined or jailed. The ANC expects all our candidates, members and supporters to stick to the Code of Conduct.

# **ID and Voter Registration Campaign**

Work must begin now to ensure that all voters have identity documents (IDs) and are registered to vote. This work is in itself necessary for the success of the ANC in the election. Therefore it is done very seriously and conscientiously. But while our volunteers and Branch members go from door to door, they must also not fail to note down who are the confirmed ANC supporters. The complete listing of the ANC voters is a long task and it is essential an essential one, if we are to be able to get our voters out on Election Day, in the process described in the previous section.

To repeat: this campaign has the purpose of getting voters on the roll, and also the purpose of building our record of who the ANC voters are.

## **Key Target Groups**

- Learners, especially first time voters who will be 18 soon
- Youth in rural and urban areas, especially unemployed youth
- Elderly people
- Mine workers with South African citizenship.
- Farm-workers
- Domestic workers
- Disabled people

## **How to Get an ID**

Applications for ID books can be made at any regional or district office of the Department of Home Affairs. But because many people can't afford to travel to these offices, the ANC must work with Home Affairs to organise that mobile units come to communities.

Many people who apply for IDs do not collect them when they are ready 2-3 months later. To overcome this problem, places like schools should be used for mobile unit visits. Learners can tell their family members to come and apply, and the Home Affairs staff can return to the school when IDs are ready, for easy distribution.

All South African citizens of 16 years and older, and all permanent residents, can be issued with an ID book. To apply, a person needs their birth certificate and two ID-size photographs.

If a person doesn't have a birth certificate then they need to prove they were born in South Africa. Their parent, senior relative or someone else who has known them since birth should complete an affidavit providing the details of their birth. Other documents they should take are a valid baptismal certificate, first school letter, clinic card or a house permit.

## **Voter Registration**

All South African citizens over the age of 18, who are registered voters, will be allowed to vote in the 2009 elections. On Election Day you should vote at the voting station where you registered on the voters roll and you must have a bar-coded ID. If you lose your ID you can get a temporary replacement ID called a 'Temporary Identity Certificate', which can also be used to vote with if it has not expired.

South Africa is divided into more than 20 000 voting districts – each one with its own voting station. To vote you should be on the voters roll for your voting district. On Election Day the national roll will be available on a scanner at the voting station and voters who are outside their VD will be allowed to vote through a special process.

Most voters are already registered from past elections. If you are still living in the same voting district where you registered and voted before, you do not have to register again. If you have moved, you should change your registration so you can vote at the voting station in your area.

Registration at MEO offices starts in April 2013. The main focus will be on public voter registration weekends that are likely to be held in November 2013 and January or February 2014. For voter registration we must target:

- Voters who have turned 18 since the last elections.
- Voters who have never registered.
- Voters who have moved from one voting district to another since the last elections.
- Voters living in VDs where boundaries have changed

### **Registration works like this:**

- You need a green ID book with a bar code [issued after 1986] or a temporary ID document.
- Go to the voting station on a public registration day (or the municipal office on a normal working day) and fill in a form to show that you live in the area.
- A special machine [Zip-Zip] will be available in each voting district – it can read the bar code in your ID book and automatically records the correct information about your name and ID number for the voter's roll. The machine also prints a sticker that will be pasted in your ID book to show that you have registered at that voting station.

The IEC has the whole voters roll on one national computer and when you register the computer will check if your ID number already appears somewhere else. If it does, the computer will automatically cancel your registration at your old voting district and only accept the latest registration.

# Branch Strategy

We need to know which areas are ANC strongholds, which areas have significant ANC supporters and which areas have mostly opposition supporters. We have to get all potential ANC voters to vote for the ANC on Election Day. In a national and provincial election **every vote counts** towards our national and provincial total. Our door-to-door work is the foundation of the campaign and must be used to identify our strong voters, and those who may vote for us, but are weak ANC supporters. The weak ANC voters and first time voters will be targeted by the opposition. To come close to previous results we have to mobilise all previous ANC voters as well as at least 65% of new or first time voters.

## How to develop and use a campaign strategy

The full manual takes you through seven steps to develop a campaign strategy. This booklet concentrates on the first and most important question posed in the manual, which is: Where are the ANC voters and how do we reach them?

We must separate the ward into different types of areas and work out what is the best way of reaching voters in each one. For example you need different methods in informal settlements, hostels, suburbs, villages and farms. Use a simple table to classify your areas and plan the right kind of campaign action for each area.

You can also get the 2009 national and 2011 local election results for every voting district in your branch area. These are available from the LET. An analysis of the results will help you to identify strong areas and also point you to the voting districts where you should concentrate on making sure ANC voters are registered and mobilised on Election Day.

Use a table to put your voting districts into one of these categories:

1. ANC Strong areas – where we won more than 60% of the vote
2. ANC Frontier (Weak) areas – where we won between 50-60% of the vote
3. Opposition Frontier areas – where we lost, but got between 20-50%
4. Opposition Strong areas – where we lost with less than 20% of the vote

ANC Strong and Frontier areas should be our main focus areas. Most of our campaign action should target voters living in those areas, because our voters are found in larger numbers there. Do not waste resources on opposition stronghold voting districts except to carefully target ANC supporters in those areas. The area and VD analysis will form the basis for what methods we use in each area and how we deploy our resources. Write Voting District (VD) numbers in the correct column:

## Campaign calendar

Use a calendar like this to plan your activities. Remember to plan more action where we have more voters and to different methods for different areas.

Week	Ward level	VD1 ANC Strong	VD2 ANC Frontier	VD4 Op Frontier	VD5 Op strong
1-7 Jan	Training volunteers 4 Jan BET meet 5 Jan	Door to door, find unregistered ANC voters	Door to door, find unregistered ANC voters	Door to door, find unregistered ANC voters	
8-15 Jan	BET meet 12 Jan	Door to door Posters up	Door to door Posters up	Door to door Posters up	BET and all volunteers blitz domestic workers Posters up
16-23 Jan	18 <sup>th</sup> Public meeting	16th Loudhailing	17 <sup>th</sup> Loudhailing Public meeting host	18th Loudhailing	
24 -31 Jan	BET meet 26 Jan	28 Jan MP/L report back	House meetings x 3	House meetings x3	
1-8 Feb	Ops centre for voter registration Transport for registration	Registration open: Taxi rank table Door to door Loudhailing	Registration open: Taxi rank table Door to door Loudhailing	Traget only ANCvoters for registration	

## Monitor implementation

A strategy means nothing unless the action plans are implemented. An important part of the BET's work is to check that implementation is going as planned.

Monitoring is an ongoing activity and cannot be left until after the campaign – we have to identify problems as soon as possible and address them. Monitoring is the responsibility of all team coordinators. There are three main ways of monitoring:

It is a good idea to use a chart to monitor progress, as in the example for door to door work below:

VD number	Number of voters on roll	Voters seen door to door	Number will vote ANC	Number voted ANC 2009	Number still undecided	New voters identified for registration
1	1205					
2	1315					
3	1112					
4	1324					

# Campaign Methods

Our most important task is to reach voters and communicate with them. All campaign action must aim to get to voters and persuade them to come and vote for the ANC on Election Day.

In strong ANC areas our voters are unlikely to vote for any other party. In these areas our campaign must make sure that people who voted for the ANC in the past, do so again. We will only achieve this if we reach voters directly.

This part of our booklet is not all-inclusive. It suggests a selection of different campaigning methods.

Personal contact is the best way of keeping our voters loyal and winning over new voters.

Our representatives in government are the public face of the ANC and must be used to communicate our election message to voters. Voters want to meet the people who now represent them or are going to represent them. Candidates will attract more people to our events. So will existing MPs, MPLs and councillors.

## **Door-to-door work**

Door-to-door work is the main part of any election campaign. The purpose of door-to-door work is to meet the voters to find out who they support. If they are ANC voters we must make sure they have IDs and are registered on the right voters roll. On Election Day we must use our record system to find and mobilise every single ANC voter.

Door-to-door work is only useful if clear records are kept so that we can use the records to:

- Register unregistered voters who may support the ANC
- Find all ANC voters and all potential ANC voters
- Send leaders to persuade weak and undecided voters or invite them to house meetings and other events
- Help voters unable to come to the voting station to apply for a special vote
- **Make sure all our voters come to vote on Election Day**

**Door-to-door work can be done in two ways:**

**Blitzes** – where a big group of volunteers and some candidates spend the day going door-to-door in one area. Blitzes can be best used in areas where we are strong and can visit voters just once, or in areas where we are very weak and have to bring in

reinforcements to blitz an area. For blitzes you need pamphlets to leave at every house. When candidates do door-to-door work they must introduce themselves to the voters as ANC candidates.

**Street door-to-door work** – where each volunteer is given one street to look after and the same person goes door-to-door until all voters are covered. The volunteer identifies the undecided voters and if they cannot win them over, the list is given to the VD team leaders and candidates for follow up visits. Door-to-door work is best used in frontier areas where there are many weak or undecided voters who need proper follow-up work.

### **Deploying door-to-door teams**

Try to set up a door-to-door team for every voting district, with a coordinator or team leader who keeps the records and the voters roll. The team can split the area into streets and each one can take a few streets to look after, or they can work as a team and target one street at a time. The same team can be used for each phase of the campaign. The work they will do changes in each phase:

- Phase 1 and 2: ID campaign and voter registration – find every voter under 30, stress ANC achievements, access to social grants and services, identify and respond to local problems
- Phase 3: Popularise the manifesto, identify weak and undecided voters, invite them to small meetings, identify special voters
- Phase 4: Final push with candidates to persuade weak and undecided voters, help special voters apply for votes, find out who needs transport and mobilise for election day.
- Phase 5: Go to every house with ANC voters and get voters to the voting, station.

These campaign phases will be looked at again in the next part of the booklet.

### **Door-to-Door work records**

We need to keep records of our Door-to-Door work so that we can use the results on Election Day. This is the main reason for doing Door-to-Door.

There are two different types of records that the ANC keeps for different areas – frontier or contested areas, and strong ANC areas. The manual on which this booklet is based provides sample forms. We will not go into them in detail, but we must note that there has to be a system of collection and keeping of records intact over the many months of the campaign. So there does need to be a form, or perhaps two different forms, for collecting the data. And there does need to be a filing system so that it is built up properly, neatly and accessibly to be ready for use on Election Day.

## **Outreach to different sectors**

The easiest way to reach lots of people at the same time without spending any money is to work with organisations and institutions in your area. Good examples are schools, churches, factories, sport, and community and welfare organisations.

We should try to make contact with all important sectors and institutions in our area and ask if we can come and speak to voters in their normal organisational meetings. Ask for a 30-60 minute slot and make sure you send a good speaker who can explain the ANC manifesto, explain the voting process and answer questions from voters. In some cases you will not be allowed to talk about party politics (for example in schools), but may be able to still deal with IDs and voter registration or education.

Here are a few ideas that worked well in previous elections:

- Approach religious leaders and ask them to speak about the importance of elections in their sermons and to distribute pamphlets with information about IDs and registration at their services, or to allow an ANC speaker to speak.
- Organise debates between parties, or ANC speakers for universities and colleges
- Ask high school principals or organisations if you can run a mock election for everyone over 16. Or ask them to invite an ANC speaker to talk about our manifesto.
- Ask principals whether they will allow a mobile ID unit to visit their school.
- Distribute pamphlets and hold political debates at schools – work with student or teachers' organisations. Distribute pamphlets through learners.
- Address workers at short lunchtime meetings about the importance of registering and voting and use shopstewards to distribute pamphlets.
- Get business people to put up posters in shops.
- Get local sport and cultural figures to wear ANC T-shirts in public.
- Ask staff at clinics, pay points and police stations to remind people about getting IDs and registering. Give them information if they need it.
- Ask stokvels and burial societies to distribute pamphlets to their members.
- Ask taxi drivers to play ANC tapes.

Please also refer to the ANC Branch Manual, where the way of working in the local political environment is well described.

## **Opinion-makers**

Individuals who are very influential in your ward should be targeted. They influence other people and what they say and do can either work for or against the ANC.

- Try to recruit them into the campaign – invite them to meet leadership at small functions or meetings, and personally go and visit them.
- Ask them to host small meetings.
- Use them to appear on platforms in public meetings.

## **Public meetings**

There are many different types of public meetings you can organise. It is important to think about your target group and the funds available before you decide what type to use. The most expensive type is a rally, where you need lots of people, transport, a stage and an expensive sound system. Rallies are best for motivating strong ANC supporters – they are not very useful for informing or reporting to people, listening to your community or winning over new support. If you want to organise a large event like a rally or big public meeting, get support from the region or the LET.

## **Report-back meetings**

All voters should be invited to regular report-back meetings with the ward councillor and any MPs or MPLs deployed to the area. These meetings should also be a place where people can raise problems and concerns. Take note of all important issues that come up and find a way to report back to the people who raised them.

## **People's Forum or Imbizo**

A People's Forum or Imbizo is a very effective method. We should use Izimbizo even for our strong ANC supporters because they give supporters a chance to talk to the ANC and to see that our candidates, MPs, MPLs and councillors are listening to their concerns. It is best to target a specific group or issue with a People's Forum – for example, the elderly and pension problems, teachers and education policy. These meetings can be organised by branches, local councillors and LET structures.

### **How to run a People's Forum**

1. Target a specific community, village, block, or group – like nurses.
2. Get a local leader, candidate, councillor or MP / MPL to be there.
3. Advertise the forum with posters and announcements.
4. Brief the speaker about the area and the concerns of the people.
5. Start on time and introduce the people on the platform.
6. Explain how the forum will work but do not make long speeches.
7. The speaker can speak for 10 minutes on ANC achievements, progress and problems on issues of concern to the target group.
8. Ask people to ask questions or to talk about their problems and suggestions. Let the people speak and ask them to be brief. Leaders should be seen to listen and make notes.
9. After every ten speakers, let the leaders reply briefly.
10. At the end, the chair could summarise the main points and also say how some of the issues will be addressed and, if needed, when a follow-up meeting will be held.

## **House, block or Village meetings**

Small meetings are best where we want to talk to 10-30 people in an informal setting. In a house, block or village meetings it is easier for them to ask questions and discuss their fears with our candidates or leaders. Speeches should be kept very short – the main aim is to have a discussion. Organise small meetings in one of two ways:

1. Invite a specific target group of voters – e.g. teachers, women or youth, to attend a meeting in a small venue, open space or at the home of a person they know and trust.
2. Invite all people who have been identified as weak or undecided voters in a specific area – a street, hostel or village, to the home of someone, or a small venue in the area.

### **How to run a small meeting**

1. Find out beforehand who the target group is, what Issues concern them and what local problems they experience.
2. Confirm that the candidate MP/MPL is available. Re-confirm the day before the event. Make sure another local leader or councillor is there as back-up.
3. Brief the speaker on local Issues and provide a map and the names of the hosts, and a phone number of the organiser.

## **Meet the people events**

Candidates and representatives in government can be used very effectively to meet and influence individual voters. It is important that people see our candidates among them and get to know them. "Meet the People Events" can also get us good publicity if they are interesting enough for the press to cover.

## **Publicity tables**

When branches set up publicity or information tables at places like shopping centres or taxi ranks, candidates, MPs, MPLs and councillors should be there to meet the voters. They should talk to as many voters as possible and must be careful not to get involved in hour-long debates with a single ANC opponent. They should introduce themselves as ANC candidates or representatives.

## **Walkabouts**

High profile candidates can be used to walk around very busy public places to hand out ANC pamphlets and talk to voters. Always inform the media and try to get at least a picture in the papers. Candidates should be used to meet voters at places like clinic queues, factory gates and stations and taxi ranks where thousands of people pass during the rush hour. They should hand out pamphlets and talk to as many voters as possible.

## **Popular events and community events**

Sports and cultural events attract a lot of people, as well as the press. Candidates should attend things like soccer matches and concerts and use the chance to speak to voters. Set up an ANC publicity table as well. The press may take a picture or mention that a famous candidate attended the event. This is free publicity and helps to popularise our candidates. Candidates and ANC local leaders must attend community events that are important to local people. This can range from funerals and weddings to the opening of a new shopping centre or a school concert.

## **Posters and Pamphlets**

A number of national posters and pamphlets will be sent to your branch for use in the election campaign. Stay in touch with your LET and regional office and make sure you are getting your allocation.

### **Tips for putting up posters**

1. Get permission to put up posters from the local municipality if needed
2. Use a small and reliable team of volunteers to put up and maintain posters.
3. Pick the best spots – a lot of traffic or many people walking past.
4. Put a few posters in a row – they are more striking than one every 100 metres.
5. Use ladders and put the posters high so no-one can easily tear them down.
6. Tie them properly and use rough string or cable ties to prevent sagging.
7. Take posters down and store the backing board for re-use.

### **Tips for distributing pamphlets**

1. Use door-to-door volunteers if you have a block or street system where specific people are responsible for an area, and drop a pamphlet at every household – this is the best way to get to all voters.
2. Use sectoral organisations to give pamphlets to their members – churches, unions, schools, etc.
3. Ask staff in shops and other public venues to hand out pamphlets
4. Hand out at busy places like taxi ranks – but be careful as you can waste a lot of money by dishing pamphlets to people who throw them away.

## **Own media**

If you want to produce your own posters or pamphlets you will have to fundraise for them. You must also clear all posters and pamphlets with the ANC provincial media coordinator to make sure that everything in your media is legal and does not contradict what the ANC is saying elsewhere. Get help from the ANC provincial office with lay-out and printing if you need it. Remember: All election campaign media must have the name and address of the individual party official responsible printed at the bottom.

## **Information meetings**

An information meeting is a very quick way of telling voters the most important things they need to know to go and vote. The meetings should be between 30 minutes and one hour long and they should be used in schools, churches or other community events. Make sure you cover the following in the meeting:

1. The importance of voting – a brief discussion.
2. Where voting stations will be in this area and how the voters' roll works.
3. The voting process.
4. Why people should vote for the ANC.
5. Questions.

## **Door-to-door work**

A very effective way of doing voter education is during door-to-door work where you visit voters at home and ask them directly if they need any information or have any questions about the elections. Use the illustration on page [39] to show voters pictures of how the elections will work.

When you do door-to-door work you will only have a few minutes to explain the importance of voting and the voting process. Make sure you know your facts so that you can use your time well.

### **When you speak to voters, make sure you cover at least the following facts:**

- On Election Day you must go to the voting station where you registered as a voter. A registration sticker in your ID it has the voting district number on it.
- At the voting station you will have to show your identity document. The officials will use a scanner (Zip-Zip) to check that you are on the roll. An official will look at your identity document and then cross your name off the voters' roll.
- They will then check your hands to see if you have voted before and if your hands are unmarked, they will mark your hand with a special ink to make sure that you cannot vote again under a different name.
- You will then be given two ballot papers – one for the national election and one for the provincial election. Take the ballot papers into the voting booth. You must make a cross in the box next to the name and the symbol of the political party that you support. No-one can see who you are voting for.
- If you cannot read or write look for the symbol of the party you support with the photograph of its leader and make your cross next to that. You can also ask an official to help if you need assistance.
- When you finish voting, fold the paper in half and go to the ballot boxes where you must put the papers in the correct ballot boxes.
- No-one will know who you voted for. There is no way that anyone can find out afterwards which ballot paper belongs to which person as your name and identity number does not appear on the ballot paper. Your vote is your secret.
- Remind them where they should go and vote in that VD.

# The Campaign Phases

The election campaign will be fought in five phases:

- |    |                    |                                     |
|----|--------------------|-------------------------------------|
| 1. | Lay the foundation | Until July 2013                     |
| 2. | Back to the people | August 2013 to Launch               |
| 3. | Mayihlome          | Launch till 3 weeks before election |
| 4. | Siyanqoba          | Last three weeks                    |
| 5. | Election week      | Election week                       |

## **Phase One: Lay the Foundation, February to July 2013**

During this phase of the campaign we have to prepare our campaign structures, run the ID and voter registration (at MEO office) campaign and **ensure that we increase our contact with voters**. Door-to-door work will be a very important part of the campaign activities.

## **Phase Two: Back to the People, August to December 2013**

Door to door work, report to the people, listen to the people, address problems

## **Phase Three: Mayihlome (Prepare For Battle), January to Early April 2014**

During this phase of the campaign we have to intensify our work and make sure that we directly reach every ANC and potential ANC voter. We will be armed with the manifesto and our candidates will be in place by this time. This means that we can use our work to popularise the manifesto and we will be able to deploy candidates to many campaign events. All advertising, print, radio, billboard and placard media will be rolled out in this phase.

## **Phase 4: Siyanqoba (We Are Winning), April 1 to Election Week**

During this phase we have to build up enthusiasm for the elections and motivate all our voters to go out and vote on Election Day. All our media and candidate activities will be geared towards this. All public representatives of the ANC will be deployed full time on the campaign and will be available for direct voter contact work. In every province there will be at least one major rally.

## **Phase 5: Election Week**

During election week the key task of branches is to get out the vote. We have to ensure that every single voter that has been identified as an ANC supporter gets to the voting station and makes his or her cross. At the same time we have to help the Municipal Electoral Officer (MEO) and electoral staff to make sure that the arrangements for voting go smoothly in our area. ANC agents also have to be on duty at every voting and counting station to monitor voting and counting. Where necessary, we have to organise transport to get voters to voting stations. All problems have to be reported to LET or provincial level.

# ANC Election-Campaign Structures

The main aim of our campaign is to reach voters and persuade them to vote for the ANC on Election Day. The voters must be at the centre of our campaign – in each branch there are thousands of voters. We need dozens of volunteers from our branch to reach all voters. Branch Election Teams (BET) will coordinate all the campaign action – the BET is a small unit that plans and manages the campaign and the work of volunteers.

There are a number of important guiding principles for setting up election structures:

- Structures should be set up in such a way that they promote unity in action between the ANC, the Leagues and the Alliance.
- The constitutional structures at branch and regional level take responsibility for election work. The work of election teams must be coordinated by secretaries and reported to the executive.
- At other levels, like sub-region/zone, Voting District (VD) or village levels, election teams can play a coordinating role.
- The chain of command should be as short and simple as possible. Local election coordinators (at zonal/sub-regional level) should be used to get information and resources to branch coordinators, who get it to VD coordinators. Branch coordinators should report problems and progress to LET coordinators. LET coordinators should relate to the RET or, when needed, directly to the PET.

The table below shows the role and function of campaign structures from regional to branch level.

## **The work of the LET and the BET**

Every branch must set up a Branch Election Team, reporting to the BEC. The BET consists of the coordinator plus task team heads and VD team heads, and will do most of the actual campaign work through its team of campaign volunteers.

At zonal/sub-regional level there will be a Local Election Team to coordinate work in a municipal area and to liaise with structures at other levels as well as with Branch Election Teams. The LET coordinates and supports the campaign run by BETs, and also sets up campaign teams in areas where we do not have branches.

## **The Branch Election Team (BET)**

Branches should form an election committee made up of the BEC plus Alliance and League secretaries to strategise and oversee the election campaign. The BEC

secretary should coordinate the campaign. If needed, units can be set up to concentrate on specific areas or tasks. Each unit should have a coordinator who works with the secretary to coordinate campaign action as the Branch Election Team. If the secretary is not available full-time, the Election Committee may appoint someone else to deputise for the secretary as campaign coordinator.

Each branch can decide how best to organise volunteers to do the campaign tasks. The main tasks that need a lot of people are door-to-door work and pamphlet distribution. Branches can organise volunteers into VD or area teams, or task teams, or can keep one big team and deploy people when needed to do specific tasks. Tasks like putting up posters, fundraising and organising meetings can be done by small groups of committed people or volunteers who are deployed to those tasks. Volunteers can be recruited from ANC, Alliance and League branches.

Comrades doing door-to-door work are our frontline campaign workers. They are the ones who interact with voters and motivate and mobilise them. It is very important to train them well and to have regular briefing and assessment sessions with them. They should understand the problems in the area and how to answer typical voter questions.

### **The Local Election Team (LET)**

An LET must be set up in each local municipal area (which corresponds with an ANC sub-region or zone). Metro areas will set up regional structures and can set up LETs at sub-regional or zonal level if they need to for coordination purposes. The LET is made up of the LET coordinator plus all BET coordinators.

LET coordinators will be deployed by the provincial office. They will be public representatives or other comrades who are available to work almost full-time on the campaign without being paid. Their job is to bring together all BET coordinators and to make sure that the campaign is properly implemented in all municipal areas. They will be responsible for distributing media and other resources to branches and will also take responsibility for paying campaign funds to branches and accounting for the funds to the province.

LET coordinators will report to their region and province on progress and will ask for support where needed. LET meetings with BET coordinators must be used to plan the campaign and discuss progress and problems.

# Managing the Campaign

*Financial and Office management not included*

## Meetings

Meetings should be kept as short and efficient as possible and people should only attend meetings where they are needed. BETs should meet on Mondays. The rest of the week and weekends should be kept free for campaign work. There are three kinds of meetings that the BET has to be involved in:

### BET meetings

These meetings are to strategise, plan, make decisions for the campaign as a whole and report on progress and problems.

### Task Team meetings

Task teams must meet when necessary to plan activities and have more in-depth discussions.

### BEC

Branch Election Committees should meet when needed to get reports and give overall direction to the team.

### Branch meetings

Every branch meeting should have voter registration and elections on the agenda and the coordinator should attend to report to and involve members.

#### Agenda for meeting of Branch Election Team

(90 minutes)

1. **Welcome, present, apologies** [5 min]
2. **Task list from last meeting** [10 min]  
Just read it and ask people to say done or not done. If not done, ask for reasons and help find a way to do it fast if there was a problem.
3. **Reports on tasks and plans** (total 40 min)  
What was done since the last meeting and what are the plans till the next meeting? As events are agreed on write them in on the campaign diary.  
Door-to-door work [15 min]  
Outreach and Events [15 min]  
Media distribution [5 min]  
Fundraising [5 min]
4. **News and correspondence from LET, Provincial or National** [10 min]
5. **Overall impact problems and strategy of the campaign** [40 min]